



D7.6

Dissemination plan and activities 1

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Delivery Slip

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List of Abbreviations

DoA	Description of Action
ICT	Information Communication Technologies
SoA	State of the Art



1. Preface

The Deliverable 7.6 is all about dissemination and it is an incremental type of report.

This is the first version and it will be updated every 12 months. In this deliverable, we handle the target groups, objectives, strategy and the tools we are using for the communication and dissemination of the See Far project and its results.

2. Executive summary

This document provides the steps needed to be taken during the project lifecycle so as to maximise the impact of the associated dissemination activities: it will be updated regularly and corresponds to the first version of the three in total for this deliverable, dedicated to the dissemination, part of the Work Package 7: Dissemination, exploitation & socioeconomic analysis, led by MustHave.

Task 7.1, led by Quantitas, has as its main objective, all activities which are related to the dissemination of the project and to granting access to innovative results for the wider public and the scientific community.

The document is divided into different sections and describes the work done by consortium until now and the future steps to be taken by all the partners.

The document tracks the analyses, definitions, executions and the feedback from communication and dissemination. The communication and dissemination aim is clear and the target audience needs to be more detailed. The communication and dissemination tools are identified and will be constantly updated upon partners' requests, the strategy and the objectives keep an eye on the lines from the DoA.





Figure 1: Communication Steps summarized



Figure 2: Dissemination Steps summarized



3. Introduction

In this deliverable, we explain how to promote the dissemination actions and their associated results, by providing targeted information to multiple audiences in a strategic and effective manner.

The important elements of the communication plan are the following:

identifying audiences and planning the activities with the right message, for the right target; producing material with the intention to provide information to the wider public and attract their attention; maintaining a profile in the different social media networks, in order to inform society/audiences about the project's results.

The important elements for the dissemination plan are the following: establishing objectives, agreeing on common principles, identifying audiences, selecting channels, planning activities, estimating timelines, evaluating success.

Quantitas is leading and planning the task 7.1, while the supervision of the dissemination strategy of the See Far project, has been assigned to MustHave (PP9). In addition, each partner will participate, and their contribution will depend on their experience and particular interests. More specifically, they will disseminate their own activities resulting from the research and ICT effort produced during the lifecycle of the project, while the dissemination manager will supervise the undertaken actions.

To reach different audience groups we established the following guidelines that will be updated regularly:

- How to reach a hard-to contact population: It is very difficult to reach the population who seems to be “official or in a position of authority”. Using organisations that already have contact with them, or approaching them through a personal connection that works in a fraternal organisation, maybe the best way to work with them;
- How to build the trust: Working in the area that is defined as of a target population of the 50+, with visual impairments, we need to find existing associations that people already trust, in order to help us raise awareness and approach potential ambassadors of the project and the end-users;
- How to define which journals are more suitable than others: Subscribe to the already existing networks that deal with ageing workforce, people with visual impairment, AR environment, APP developments, smart glasses and identify which ones are the closest to the See Far project's scope & objectives;



- How to identify the conferences: Some of the conferences have already been identified in the DoA and in this deliverable, but every time something new appears and is interesting for our project, we will discuss it in open threads established by the project manager (under the project collaboration platform of Basecamp);
- How to organise the small-scale events: Among experts, there can be annual or informal meetings and we can always be ready to grab the opportunity and speak about the See Far solution. We can also organise, for small but targeted groups of people, small workshops during the final phase of the project, when the solution is ready.



4. Communication

4.1 Communication objectives

Communicating the See Far project and its solution started from the very beginning of the project. We started by creating the visual identity of the project and the main objectives in this first phase of the project were to give/release information about it, though each partner, on local/regional/ national level.

The next phase's objectives are to prepare and communicate the materials for relevant public repositories and online portals that disseminate information on all EU-funded research projects and their results in the broadest sense.

Developing an adequate information and communication strategy is one of the fundamental requisites for the success of the project.

The primary objective is therefore to create synergies between the different available tools, explained in the section Communication Tools, in order to:

- promote the See Far project, at European, national and global levels;
- inform potential end-users;
- generate interest in the groups of potential users and ophthalmological experts;
- create the synergies with Associations for the Blind and/or Visually Impaired people



4.2 Communication strategy

The project communication activities must face various challenges and communicate internationally and nationally without losing the important elements in translation.

As we already summarised in the Introduction section, for the communication strategy it is very important to identify the steps and follow the established plan.

Visual identity was created to help the external audience to easily identify the See Far project. Having a professional looking, well-designed logo, website, brochures and other materials, builds trust, and that is why we chose to design a clear and readable design of the logo with two essential colours accustomed to the team.

Analysing the objectives in the previous section and the target audience in following, with the messages to communicate and the tools to use, we have the complete scene, how and where to act.

The dissemination strategy consists of a set of communication activities, planned for specific dates, targeting specific audiences, communicating some message(s) and contributing to the project objectives.

The execution of the strategy implements all the activities described and planned by the partners. From the beginning of the project, during the communication phase and in coordination with the dissemination objectives, all project partners must contribute to the execution of the activities, depending on their field of expertise and contacts.

A periodic (every three months) report where partners have to list the actions undertaken according to the strategy and planning activity, with measurable indicators will help us to monitor and improve the strategy.

The See Far project Communication activities, include also a specific chapter devoted to the “Brand Value Concept”. The generation of a brand value for a product aiming to enter the market in the next few years, can start from an early stage of the project implementation. The future Brand Value is expected to evolve, according to the concept product strategy defined during the project phase.

Future customers will have to understand all about the See Far product and all the stakeholders involved in the creation, or which have supported the project, from an early stage project phase. Specifically:

WHY our name is See Far?

WHY do we develop this solution?

WHY are we a consortium from different countries?



WHY are we addressing specific health and societal challenges?

WHAT IS THE BRAND VALUE CONCEPT? It is a pre-establishment tool, for business models focused on identifying the brand and commercial value of our proposal, for the target audience.

WHAT IS IT FOR? It is essential to give coherence and a solid base for the project, before entering the market, making our commercial proposal ‘intelligible’ from the foundations.

WHAT DOES IT CONSISTS OF? It justifies the denomination of the project; it structures the central message and shapes the consortium’s configuration as an element of force in the market.

It is an analysis prior to the generation of business models, which must be reviewed and adjusted as the final set of advantages of the See Far solution is solidified.

4.3 Communication Target groups

The communication strategy will consider as the main target groups: Ageing workers with visual impairments; and Ophthalmology experts.

Ageing workers that can benefit from the See Far solution in terms of more personalized assistance, according to their living and working environment characteristics.

Some important observations were identified in preliminary market analysis, as discussed in Deliverable 2.1 “User Requirements 1”, and we will keep these in mind when addressing the messages to the end-user target audience:

- For the whole of the target market, women constitute the majority by some 6.8% more than men. This is to be taken into account in order to create a better message and the partners who have contact with targeted end-users will play a key role in this direction.
- In order of priority, the See Far solution should focus on solving the issues of the groups of individuals with Glaucoma, AMD and Diabetic Retinopathy.
- 80% of the people with some form of vision impairment, are over 50 years old. According to the Pew Research Center (“More older Americans are working, and working more, than they used to”¹), older Americans are staying in the workforce longer than they used to. Moreover, as the very nature of employment and communication changes, workers are being asked to learn new digital skills in order to keep up. As for the See Far solution, we must ensure that there will not be that

¹Drew DeSilver is a senior writer at Pew Research Center. June 20, 2016 Pew Research Center: <http://pewrsr.ch/28iploo>



big a gap in terms of familiarity with the latest technologies, taking into consideration that we are not targeting digital natives.

- The potential geographical coverage and economic size of the target markets is determined as those living in the high-income regions of the world, namely:
 - Western Europe;
 - North America (the US and Canada);
 - Asia-Pacific (Brunei, Singapore, Japan & South Korea);
 - Australia (Australia and New Zealand)

At this point, we can specifically target the people who:

- Live in the high-income regions
- Have older than 40 years
- Predominantly have AMD, glaucoma or diabetic retinopathy
- Are comfortable with technology
- Are concerned about their work and want to continuously be useful in what they do

We will approach the second target group, that of the **ophthalmology experts**, with the network approach, working on small- scale events and collaborations with various associations that have to be identified by the clinical partners.

4.3.1 Key messages of the See Far project

The key messages the See Far project will share with the corresponding target groups are:

- *Longer active and working life;*
- *More likely to return to work after some severe diseases;*
- *Overcome ageist discrimination, loneliness, isolation, and guarantee the preservation of their dignity;*
- *Improve social contact and healthcare;*
- *Increase autonomy and safety.*

Each partner will update, on a three-month basis, the following table and even earlier if it is important for the project and its communication strategies.



Partners report - specific communication target audience

PARTNERS	Individuals	Synergy with local Organisations	NGO's	Associations	Timing AND HOW
USE	<ul style="list-style-type: none"> -Potential users -Healthcare professionals -Wider public (local) 	<ul style="list-style-type: none"> - ONCE - National Organization of Spanish Blind People. www.once.es - Medical societies. - Patient associations. 			<ul style="list-style-type: none"> - Progressively. - Create awareness first, but communicate results only when available. - Avoiding disclosure of information that can hinder IPR. - For the moment, via the current channels of the project (web...)
LED iBond					
Lamda88	The wider public (which will include visually impaired or relatives and friends thereof), to be reached via the corporate social media accounts (Facebook, Twitter, LinkedIn and Instagram), or via "word of mouth", thus creating widespread "awareness" on the project.	<p>In face-to-face meetings, or via attendance at conferences, events, etc, based on 'complementarity' as that may be identified at that time.</p> <p>Also, via the corporate social media accounts, as may happen.</p>	<p>Only possibly in targeted cases, via direct contact or by chance at events, conferences, etc.</p> <p>Also, via the corporate social media accounts, as may happen.</p>	<p>Direct contact and pitching of the See Far solution to local and possibly regional and international associations of ophthalmologists and/or vision impaired people, will be actively pursued.</p> <p>Also, via the corporate social media accounts, as may happen.</p>	<p>(As far as the HOW, see the previous columns)</p> <p>Individuals: Ongoing already</p> <p>NGOs: Only as may happen</p> <p>Local/international</p>



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				To list a few of those already identified: the Bulgarian Society of Ophthalmology, the European Society of Ophthalmology, the European Glaucoma Society and the European Society of Cataract & Refractive Surgeons (ESCRS), the International Council of Ophthalmology.	<u>Organisations and Associations:</u> progressively during Years 2 & 3. Already ongoing via the corporate social media accounts, as may happen.
QUANTITAS					
Uqido					
FORTH	Researchers collaborating with FORTH IMBB BR and FORTH ICS				Depends on the significant scientific results that will be achieved
PRISMA					
MustHave					
D-EYE	Ophthalmologist Healthcare professionals People interested in innovation Startups	IAPB Italia Onlus could be a possible target organization		Unione italiana Ciechi e Ipovedenti	Individuals: publishing news on the website throughout all the project's duration. Local/International Organizations: we can start contacting these organizations as soon as we have prototypes and results from the tests



					Associations: publishing news on the website. throughout all the project's duration. Local/International Organizations: we can start contacting these organizations as soon as we have prototypes and results from the tests
AUH					
AU					
OHSJD					

Table 1: Partners report - specific communication target audience



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4.4 Communication Tools

In the D7.2 See Far communication tools 2, all the tools and their aims were described, but we will present here how we used those tools and what are the further steps to be implemented.



Communication tools

Ageing workforce /potential user of the See Far solution	
Distribute flyers in partners' languages and if possible, dedicate the resources to translate it in more languages used in Europe	Prepare a newsletter for ageing population organisations
Engage the audience in social media networks by using the questions and results from the focus groups.	Propose the video to explain in the simple way the Solution
Write articles in local press/ prepare the press release with photos. Submit articles to specialised media on ageing workforce / health / technology.	Use the poster in the local language, at ageing workforce with visual impairments events
Use partners social media accounts to tweet about the general information.	Guest blogs on relevant workforce with visual impairments topics or ophthalmological websites.
Collaborate with ophthalmologic associations, support groups, and the public, visiting relevant organizations or groups; participate in their reunions, and talk to formal and informal caregivers in the community.	Organise focus groups with visually impaired population to forge the connections with individuals or groups who face problems and issues and want to work together toward solutions.
Ophthalmological experts	
Use the approach of sharing the good practices and creating reciprocal relationships.	Work on the networking at national level, creating useful linkages, both within and among communities and organizations.
Place information in specific national events, attending conferences or ophthalmological associations' meetings, visiting associations or organisations, posting messages on their mailing lists, and talking to other people that belong to specific experts' communities.	Create small-scale events where the solution can be explained and tested
Written material in non-specialized media and infographics	
Local newspapers (identify at the local level the magazines' read by our targets in order to inform the civil society)	Local TV and radio stations (identify them by their visibility at a national level)
Dissemination of information through the social media and	



Twitter (microblogging on daily basis and involving different actors of the society, e.g. all the politicians and large civil communities have their own Twitter account and all the conferences and journals also)	LinkedIn (traditionally the first network of professionals where the progress, participations to events, etc will be shared)
Youtube (video produced and translated in the different languages of the See Far project)	Despite the fact that Twitter is the social media platform that dominates among scientists, Facebook is still the most advanced and powerful in terms of capacity and features playing an integral role with other social networks)
Research Gate (social networking site for professionals is a great way to disseminate the results and discuss about them) is planned to be suggested to the clinical and technical partners	Infographics to give an easy understandable overview of the project. This is great for social media, the project website and other channels as well

Table 2: Communication tools



4.4.1 See Far website and social media accounts until M12

The project website was developed to offer information on the project and updates on its scientific and technical achievements, to the wider public. The website follows the simple lines of the project logo adopted from the very beginning and is accessible on all devices. The project is accessible at www.see-far.eu and the most frequently updated pages are Events and the Blog page.

The See Far website constitutes the main communication and dissemination channel for the project and it:

- Provides general information about the project, its mission and objectives
- Provides information on the partners
- Provides the possibility for partners to openly express themselves in the blog area
- Will provide regular updates on the project in the website “Results” section, on associated publications, papers, findings and on the participation at industry events
- Offers the possibility to get in contact with the project and its representatives.

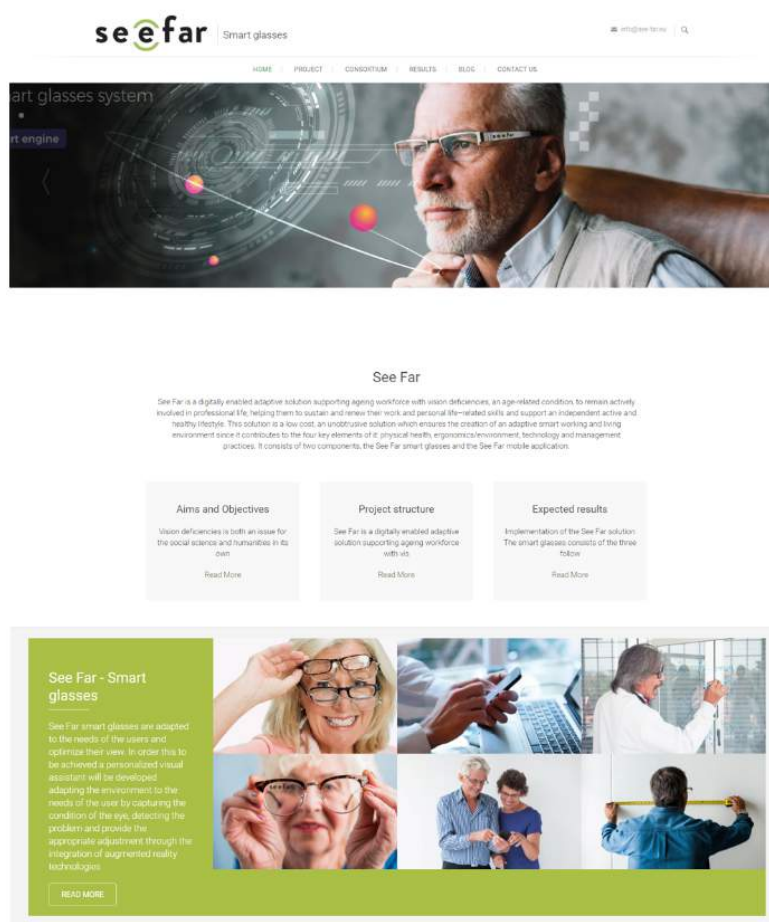


Figure 3: Website screenshot



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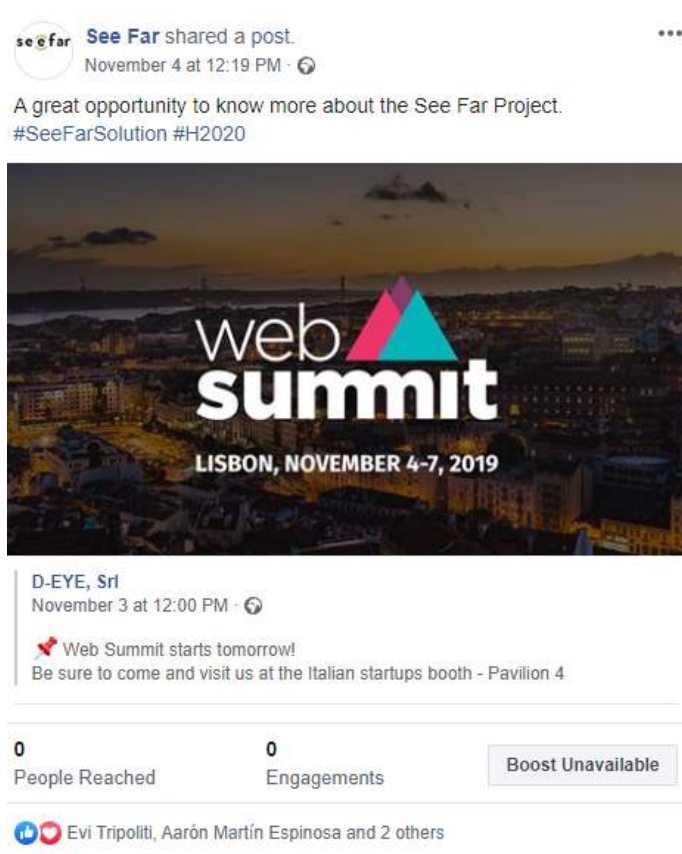
Social media accounts for the project were established just after the launch of the project website. The social media accounts publish updates on the project activities, events and photos or other materials that can be published as a post to make the conversion.

The social media are important especially for the promotion of the project to as wide and distinct audiences as possible. Social media accounts established for the project include:

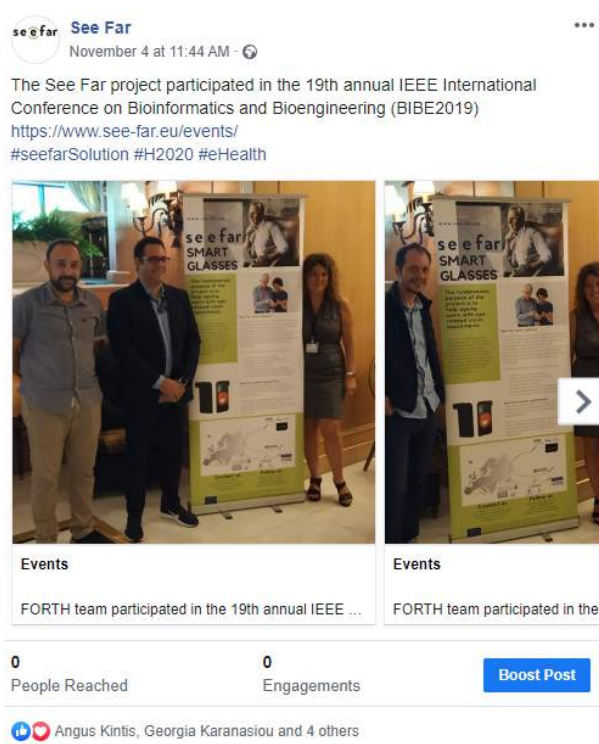
See Far activity on social media networks

Facebook account @SeeFarSolution / 150 followers

Content from partners' accounts.



Promoting the participation to the events



Press release sharing



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Twitter account @SeeFarProject 26 followers

Retweeting
when others
speak about us



Tweet about
artificial
intelligence in
medical
environment

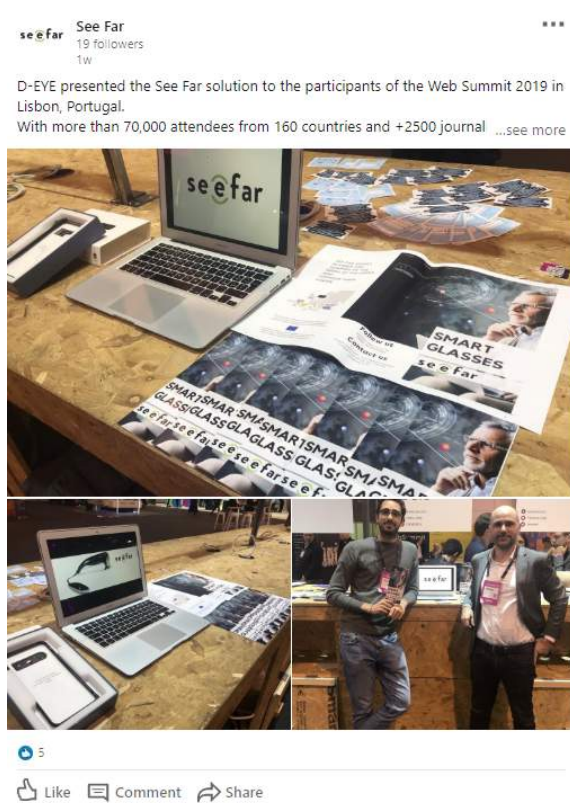


Spread
information
about our
participation to
the events



LinkedIn account @seefarproject 19 followers

Follow and
write about
partners'
activities



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Write about
See Far related
issues



The Youtube account is opened and will be used as soon as we prepare the associated project videos.

Research gate account will be opened as soon as we have the first research results.

Table 3: See Far activity on social media networks

4.4.2 Small-scale events until M12

Small internal events

	Type of the Event	Target	Evidence Kept	Notes and links	Lead Author	Month
1	The annual research meeting at Aarhus University Hospital ophthalmological department	115 doctors, nurses, secretaries, researchers, opticians, head of department, lab technicians and some IT-people		This was an internal event at the department with no external audience	Aarhus University Hospital	M11

Table 4: Small-scale events



4.5 Communication Activities planned for period M12-M36

Communication Activities

	Objectives	Audiences	Messages	Tools and activities	Resources	Timescales
1	Raise awareness about the See Far solution	Ageing workforce with visual impairments	Longer active and working life	Establish collaboration with other communication channels – Associations for the Blind and Visually Impaired people.	Every partner will establish similar partnerships and find suitable channels	One collaboration (every partner should elaborate the strategy by themselves) established at national level by M20, another by M26 and a 3rd by M30
2	Generate interest in end-users and ophthalmological experts	Ageing workforce with visual impairments (familiar with technology i.e. using smartphones)	Higher possibility to return to work after a severe disease	Twitter, promoted by cooperating associations, partners who have followers in target groups, especially clinicians	Every partner will start similar liaison on national level and use channels where it is possible	One cooperation (every partner should elaborate the strategy by themselves) established at national level by M20, another by M26 and a 3rd by M30
3	Inform the public about the See Far solution	Ageing workforce with visual impairments	Longer active and working life	A one page of the website in national languages	Each partner translates the one page if not done by now	By M18



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4	Inform the public and raise awareness about the See Far solution	Ageing workforce with visual impairments	Overcome ageist discrimination, loneliness, isolation, and guarantee the preservation of their dignity	The video to be produced in English and translated in all the partners languages	Each partner adds subtitles	By M18
5	Inform the public and raise awareness about the See Far solution	Ageing workforce with visual impairments (less familiar with technology)	Longer active and working life	Local, regional, national newspapers magazines	Each partner defines targeted media and prepare the press release in local language	M24
6	Inform the public and raise awareness about the See Far solution	Ageing workforce with visual impairments (less familiar with technology)	Longer active and working life	Speeches in events organized by the relevant organizations (share flyers and use posters)	Each partner defines it at local/ regional/ national level	M18-M24
7	Inform ophthalmological experts about the See Far solution	Ophthalmological experts	Increased autonomy and safety with See Far Solution	Establish collaboration with national Association for the Blind and Visually Impaired people. Use their mailing lists, twitter account, events etc.	Each clinical partner should establish such collaboration and keep it updated	One collaboration established at national level by M21 and the activity must keep on until M36



8	"Spread the word" at EU level	EU citizens	Longer active and working life	Find accessible tools that European commission gives at our disposal. Inform Project Officer about interesting topics	QUA will contact the relevant sites like: CORDIS wire: http://cordis.europa.eu/wire	M18 - M36
9	"Spread the word" in visual way	Ophthalmological experts and ageing workforce	Increase autonomy and safety with See Far Solution	Prepare the infographics useful for the presentations or for the dissemination through social media and website	All the partners can participate on choosing the arguments	M18-M36
10	Update the public and raise awareness about the See Far solution	Ophthalmological experts and ageing workforce	Longer active and working life	Organize the small-scale events 'in house' or externally	Clinical partners should plan the events	M18-M36
11	Promote the impact of all solutions addressed to ageing workforce with visual impairments	Policy makers	Improve social contact and healthcare	Establish collaboration with coordinators of health institutions like EIP-AHA asking to insert the project in their newsletters, news or activities	Each partner should establish such collaboration	M18 fist contact, M22 first information in the newsletter. M28, if organized participate in EIP-AHA national events



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12	Promote the impact of all solutions addressed to ageing workforce with visual impairments	Policy makers	Improve social contact and healthcare	Organize the workshops on national level and explain the solution as a holistic intervention	Each partner should establish such collaboration	M30-M36
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Table 5: Communication Activities planned for period M12-M36



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5. Dissemination

5.1 Dissemination objectives

We are well aware that the dissemination activities are important from the very beginning of the project, but the most important moment of disseminating results, is at the end of the project, when the expected outcomes materialise.

The objective of the dissemination activity is to raise the awareness about the results of the project and the developments that have been achieved within See Far. The consortium constituency has been set up to ensure visibility through both technology organizations and scientific institutions.

As basic stakeholders of the See Far solution, the consortium considers principally the ageing employees and their employers, as well as the scientific and academic community, industrial and technological community, and medical experts. The fundamental disciplines that See Far dissemination activities are focusing on are social sciences and humanities and ultimately the wider public.

Within this task, all key stakeholders are involved, in order to foster the impact of the project activities and results. All the necessary actions for disseminating the project's results through publications, manuscripts, conferences and other actions analytically reported in the respective WP description, will be undertaken.

In addition, during the lifecycle of the project, the consortium will constantly identify new dissemination tools in order to perform sufficient dissemination activities. This task will ensure that the project objectives, activities and methodologies developed within the project are widely promoted to the target groups.

This document constitutes the first step in the definition of the plan for dissemination and spreading of the excellence of the See Far main achievements and results.

5.2 Dissemination strategy

The consortium has already identified different communication channels, along with the corresponding dissemination activities presented below.



5.2.1 PHASE I ‘Motivate – raise awareness’

We initially **raised awareness** about the project objectives, approach and expected results. At this first, early project stage (M1-M12) the maturity of the project is nearly negligible in terms of the research progress and the primary focus relied on communication activities, such as:

- Visual identity;
- Preparation, hosting and updating of the project website;
- Elaboration of brochures, roll-ups, posters;
- Local press releases;
- Opening and updating social media accounts.

All this has been described in the deliverables **D7.1/2 - See Far communication tools 1/2**.

In addition, in this first phase, some bases for future actions were created. Subsequently, more appropriate dissemination activities will be carried out.



5.2.2 PHASE II ‘Engage – get people involved’

In the second phase, **Engage – Get people involved**, the dissemination strategy will focus on:

- Define the encouragements by collecting and analysing the feedback from the users during the focus groups / workshops /events /conferences
- Investigate social media channels as a way for engagement by posting relevant news in synergy with the See Far solution. Testing the conversation and conversion. Disseminate the information through social media especially using Twitter that has very direct, and very relevant implications for those in Public Health. Participating in events. Twitter account can be invaluable for stimulating discussion.
- Provide the appropriate communication message for engagement of the different target stakeholders, whenever the general message cannot provide added value for the audience;
- Organize small-scale informational events so that people can get in touch with the See Far solution easily;
- Leaflets, press releases and publications describing the outputs of the project and offering guidance for future related research will be released.
- The participation of the partners at ad-hoc conferences and application to target journals will convey the disclosed information to the scientific community.

5.2.3 PHASE III ‘Sustain’

The **Sustain phase**, as its main objective has to provide the information about the project’s results in order to attract relevant customers/clients and to facilitate the project results’ exploitation.

The Detailed Dissemination strategy includes specific actions and expected tangible outcomes that can be reported in the table below with its measurable indicators. This Dissemination Plan will be maintained and updated by the dissemination leader, based on continuous input from the project partners. Currently the table includes actions foreseen in the Description of Action during the lifecycle of the project and will include, but not be limited to, the activities as summarized below:

Actions foreseen in the DoA and included by consortium on

Year1	SoA	Year2	SoA	Year3	SoA
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From DoA		From DoA		From DoA
Project website	✓	Project website updated		Project website updated
Project flyer	✓	Project flyer updated		Project flyer updated
Project press release	✓	Project press release		Project press release
Project account in social networks	✓	Dissemination plan v1	✓	Dissemination plan v2
Added by consortium		Individual research results 3 conferences		Individual research results 5 conferences
Participation at 4 conferences	✓	Overall project presentation 1 conference		Overall project presentation 2 conferences
1 small-scale event	✓	Collaboration with 2 related projects	✓	Individual research results 2 open access journals
3 Focus groups	✓	Demonstration of the See Far solution mock-ups to the potential users and stakeholders		Overall project presentation 1 open access journal
		Promotional campaign		See Far workshop
				Participation in: 1 exhibition 1 Horizon 2020 event 1 IAPB event 1 IEP- AHA event
				Demonstration of the final See Far solution to the users and stakeholders

Table 6: Actions foreseen in the DoA and included by consortium

5.3 Dissemination Target groups

See Far progress and outcomes will be disseminated and exploited in a way that will address the target audience, at all stages of the project.

We divided the work about identifying and reaching the target groups into two levels:



5.3.1 General level

The first is a **general level** that will follow the lines from the DoA where we identified four main types of beneficiaries for the project:

- **Enterprises** where the target workers are employed. They can benefit from a more productive, skilled and inclusive workforce to gain competitiveness and business sustainability;
- **Occupational Health sector** that can benefit from better and qualified information on health conditions of the workers in their working environment to plan better care interventions and suggest more flexible job allocations and responsibilities. They can also have more information to suggest more secure and safe procedures for the company business processes.
- **Health Care Systems** that can benefit from more proactive care interventions for the ageing workforce and thus diminishing their care assistance and pharmacological expenses. Significant savings are expected from a more flexible care-assistance and preventive care model resulting from the See Far solution adoption.
- **EU ICT Sector** that can benefit from the project's related innovations to gain higher competitiveness and leadership worldwide. The project's outcomes have social and economic impacts at the Local, National and EU levels. Whereas the project's impacts are expected beyond the project lifetime, the positive assessment of the expected outcomes during the project's pilots can certainly contribute to testify that the project can effectively contribute to societal and economical changes.

To assess these outcomes, an impact assessment framework has been organized. It is composed by:

- The Pilot studies (under WP6) that will allow to produce quantitative evidences of the project's impacts, in a real settings environment. To this end workers using the See Far solution will be compared with control groups in order to assess the effects of See Far in respect to current practices in the various impacted domains discussed above.

5.3.2 Specific level

The second level that is more specific will include the work of all the partners.

The Consortium partners will identify and provide the team an updated report of potential targets: names of individuals, organisations, conferences, events, exhibitions, NGO's, associations journals, etc.; explaining to the team with which strategy we can reach the target and in which way we can approach it.



Partners report, specific dissemination target audience

PARTNERS	Journals	Conferences	Timing AND HOW
USE	Still TBD	<ul style="list-style-type: none"> - University of Seville - Other Spanish universities. - Conferences, etc. (Still TBD) 	<ul style="list-style-type: none"> - Progressively. - Create awareness first but communicate results only when available. - Avoiding disclosure of information that can hinder IPR. - For the moment, via the current channels of the project (web...)
LED iBond			
Lamda88	Bulgarian Review of Ophthalmology, Romanian Journal of Ophthalmology, ScienceDirect, New England Journal of Medicine	SOE 2021 Congress, (10–12 June 2021, Prague, Czech Republic), 2020 World Ophthalmology Congress (June 2020, Cape Town, South Africa)	Progressively more and more in years 2 & 3 of the project, as a consortium, publish jointly or have a representation attend related events.
QUANTITAS			
Uqido			
FORTH	Journals related to medical image processing, machine learning and biomedical engineering	Conferences like IEEE BIBE, IEEE EMBC, IEEE BHI, EMBC	Depends on the significant scientific results that will be achieved
PRISMA			
MustHave			
D-EYE	Blogs and journals about innovation and medtech	D-EYE plans to attend/exhibit to ophthalmology events, among which: <ul style="list-style-type: none"> - Euretina Winter Meeting: 20-21 March 2020 (Vilnius, Lithuania) - 38th ESCRS Congress: 3-7 October 2020 (Amsterdam) 	Journals: we can start proposing the project to specific journals and blog when the project will be at a more advanced stage of the development.



		- World Conference and Expo on Vision Science and Optometry: 19-20 March 2020 (Barcelona, Spain) - 10th Euretina Congress: 1-4 October 2020 (Amsterdam)	
AUH			
AU			
OHSJD			

Table 7: Partners report, specific dissemination target audience

Each partner will update, on a three-month bases, the table and even earlier if it is important for the project and its dissemination strategies.

The key messages the See Far project will convey are:

Better health and safety working conditions and quality of life for the ageing workforce

Competitive advantages for the EU industry, employing ageing workforce

Global leadership in ICT base innovations for active and healthy ageing

...

In our view, See Far will contribute to reach the expected impact of the respective call, because it provides an all-inclusive involvement that not only addresses the visual impairment needs of the target population, but it also produces a mind-set change in the corporate stakeholders (e.g. HR's Departments; line managers; workers, etc.) which combine in a synergic way: digital technology innovations, clinical research in age-related visual impairment progression, HR lifelong development, and organizational changes in business processes.

5.4 Dissemination tools

Dissemination is the public disclosure of the results of the project, getting the See Far project results across different tools/means to the wider public, in order to get them acquainted and to make a difference. Once the relevant stakeholders, target groups, and possible partner roles in the project are identified, dissemination activities, messages, and dissemination tools and channels are customized to efficiently address each audience.



We already stated using conferences as the primary dissemination tool, where the technological and scientific experts from the fields of biomedical engineering, researchers and experts in ophthalmology, developers in complex medical and biomedical systems, tech companies, etc. are present.

The first focus group round, of a total of three, was held in three different countries (Spain, Italy, and Denmark). The first results and impressions gave us important indications and ideas for further focus groups planning and development.

Some journals have been already identified and the first steps for collaborating with other projects have been already undertaken.



5.4.1 Events until M12 and planned for the upcoming period


The table collects the participation of the partners to important conferences so far and future participations suggested by the partners.

Events until M12 and planned

	Month	Conference	Theme	Audience	Evidence Kept	Lead Author
1	M8	41st EMBC 2019 in Berlin	Biomedical engineering ranging from wellness to intensive care	Leading academic and industrial scientists, who will present aspects of innovation and translational engineering in biomedicine		FORTH



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2	M10	The 37th Congress of the European Society of Cataract and Refractive Surgeons	Cataract, cornea medical and surgical tracks, glaucoma, intraocular refractive surgery	Researchers and experts in ophthalmology		AUH
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3	M11	19th annual IEEE International Conference on Bioinformatics and Bioengineering (BIBE2019)	Synergy between Bioinformatics and Bioengineering/ Biomedical	Researchers and developers in complex medical and biological systems, agriculture, environment, public health, drug design		FORTH
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4	M11	Web Summit, 5-7 November in Lisbon (Portugal)	Technology conference considered the largest tech event in the world.	General attendees, tech companies, journalists, senior management positions. +70,000 attendees, +2500 journalists		D-EYE
Upcoming period						
5	M19	EMBEC 2020 in Portoroz, Slovenia	European Medical and Biological Engineering Conference	Highlight new and emerging fields, such as Artificial Intelligence in Health Care, Bioinformatics, Technologies for Medicine and Biology		FORTH



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				information and biomedical engineering.		
6	M30	SOE 2021 Congress	European Society of Ophthalmology	lecturers and teachers in the world will share their knowledge over the whole spectrum of ophthalmology and the most recent state-of-art equipment and devices will be on display at the exhibition		Lamda88

Table 8: Events until M12 and planned for the upcoming period



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5.4.2 Focus Groups until M12 and others planned

Focus group methodology is a most useful way to learn how a particular target group describes and perceives their diseases, including how the pathology has changed their daily lives and occupations and if the solution we propose is acceptable to them. The first focus group round, of three, was held in three counties (Spain, Italy, Denmark) during project month M11.

The first results and impressions gave us important indications and ideas for further focus groups planning and development.

All three focus groups aimed to explain the See Far solution to the ageing workers, and the visual impairments addressed. We used Power Point presentations with pictures of the mock-up and illustrations of the functionalities of the device. The general roll-up and brochure was translated in local languages in order to give all the necessary information to the participants. A commercial D-Eye video was also presented in order to explain the usage of the ophthalmic camera.

This was the first direct approach towards the targeted audience of ageing workforce and the general impression of each group was collected in following table:



Collected impressions from Focus Groups



SPAIN

The group understood the intention of the activity, were involved from the very beginning trying to make useful comments.

Most of them were truly interested and pointed to the problems they noted (weight of the glasses, aesthetic problems, being controlled by their boss when using the glasses, having many utilities and not being able to manage all of them, etc.)

the distribution of the focus group in Spain finally was as it was recommended and according to diseases distribution world wide

2 workers with AMD

2 Workers with Glaucoma

2 workers with Cataract (initial , not planned for surgery yet)

2 workers with diabetes (one of them with advanced and the other moderate)

3 workers (one more than what it was planned) with presbyopia.

To be noted that finding workers with AMD has been the difficult part ,

1. Questionnaires take longer time to answer than what it was scheduled,
2. Feedback from participants was very interesting when they had some time just to share their opinions (after a brief presentation, Power point) in a "feel Free" way
3. Also videos didn't support like we thought they should the ideas. photographs did a better job on that.
4. Gender was taken into account .
5. Focus group participants comments will be useful for the evolution of the Seefar solution.
6. We need to work more in potential buyers (searching why employers will be willing to buy the solution)
7. Some of the participants did talk about how they will feel overwhelmed by so many functionalities .

MustHave, OSJD and USE organised the Focus group in Spain





Focus Group in Spain



ITALY

At the end of the presentation of the See Far solution, the selected workers:

- Were excited about this technology and expressed positive feelings about it;
- Most of the participants at the Focus Group would have liked to try the device;
- Most of them did not know about AR and VR and were not afraid by the idea of using smart glasses throughout their daily routines;
- Expressed the need for such technologies to help people with retinal pathologies.

The feeling of the two participating partners (D-EYE and Quantitas) is that the overall response and feedback from the participants have been good and interesting.



Focus Group in Italy

DENMARK

The participants in the Danish focus group were positive and interested in the idea.

Several have said that we were welcome to be contacted again. Some would like to participate in the clinical testing.

They haven't been able to bring forward big ideas, but one had an interesting observation – that the glass should be strong enough to withstand scratches etc., which would be very relevant to workmen.



Our general feeling is, that the response from the participants has been good.

It has been practically impossible to recruit people with AMD or cataract that are also still working, as most people from these two groups have been either too old or with many complications.

Furthermore, it is very difficult to get people, who are working, to take a day off, or even a couple of hours in order to talk to us.

After having conducted the focus groups we believe, we should take care not to have too long questionnaires.

Patient have asked about the price. One participant said he might be challenged by his hearing aid in relation to our glasses and their side bars – as our group is people of age and it is very likely that some wear hearing aids, we should take this into account when creating and designing the glasses.

We still believe the idea of having focus groups are good.

Having performed the focus groups interviews, do raise some concerns as to how the clinical testing is planned and performed, as we should try to not overburden the participants will clinical controls, as this might affect their everyday life and thereby willingness to participate.



Focus Group in Denmark

Table 9: Collected impressions from Focus Groups



The future focus groups are planned for the project months M15 and M22.

5.4.3 Publications and open access

Reports from workshops, conference papers, and other articles will be published throughout the entire duration of the project.

Project partners are committed to open access policies, and self-archive their publications and reports in green open access forums or on their own institutions repositories.

Archiving of the projects results and arising publications will also be undertaken on the projects website as appropriate.

A preliminary list of the journals that the consortium will disseminate the project is presented in the following Table:

Suggested journals	
Journals	
IEEE Transactions on Biomedical Circuits and Systems	
IEEE Transactions on Instrumentation and Measurement	
IEEE Transactions on Instrumentation and Measurement	
Investigative Ophthalmology & Visual Science	
IEEE Journal on Electronic Circuits and Systems	
Computer and Graphics	

Table 10: Suggested journals

See Far addresses requirements of Articles 29.2 and 29.3 by maintaining relevant files in a Zenodo account and each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

Zenodo is an interdisciplinary open data repository service maintained by CERN, Geneva.

Zenodo is compliant with the open data requirements of Horizon 2020, the EU Research and Innovation funding programme and OpenAIRE, the EC-funded initiative in support of the Open Access policies of the European Union.

Availability of publications (i.e. scientific articles) in Zenodo repository is managed following both the obligations towards Art. 29.2 and the editors' rules. The latter varies, i.e. IEEE is



more flexible in uploading published material – in the accepted version not the final published. Research data availability framework (Art. 29.3) is also planned through Zenodo repository, more details can be found in D1.18 Data Management plan 1, on the page 56, in the section 6. See Far Open Data).

5.4.4 Liaisons with other projects

We are aiming to identify other institutional opportunities in the European area for continuation of support towards the utilization and integration of projects' outcomes, identifying and cultivating of connections with other projects and organizations working in the same field, for exchanging experiences and furthering concepts, exploring the promotion of outcomes and results beyond the areas directly linked to the project.

- The first approach email contact was established with the **SmartWork project** (www.smartworkproject.eu). They are working on the development of a suite of smart services, building a Worker-Centric AI System for work ability sustainability. See Far expressed the interest to establish some early stage connections with Smart Work, and potentially with the other projects in the same call. The basic support will be in sharing project announcements and progress, as well as getting to know each other and establishing further collaboration. This will be an evolving activity beginning with these early activities and over the course of the next year or two, we will identify common grounds for interest and explore opportunities to collaborate and exchange research results, which would be beneficial for all projects.
- **SMARTsurg project** (<http://www.smartsurg-project.eu/>) is the second project we are interested in establishing a relationship with, since it is very close to See Far project. The project leader will contact them in order to exchange experiences and try to share and gain 'lessons learnt' from each other.
- Two partners from the See Far project already collaborate with the **Holobalance project** (<https://holobalance.eu/>) and we will establish a closer collaboration in the next plenary meeting in Ioannina, Greece, on January 2020.



5.4.5 Participation in selected events

At this stage of the project, it is still too early to think about presenting the results or the solution itself.

That is why we will propose the Exhibition booths as soon as the progress of the See Far project will have the first results arising from both the research and technological development, and from the demonstration activities, aiming to show the feasibility of the proposed solutions.

Every partner will identify future events that can be interesting for the project and together we will decide where and how to exhibit our solution.

The table below shows the Events that we are interested to participate in currently and we will be updating the list according to new events announced by the IEP-AHA, IAPB or according to partners' suggestions:

Proposed H2020, IAPB and IEP- AHA events			
	Event	Description	Timing
IEP- AHA event	AAL Forum 2020	AAL programme aims to create better quality of life for older people and to strengthen industrial opportunities in the field of healthy ageing technology and innovation	Acropolis Congress and Exhibition Centre, Nice on 26th-28th October 2020.
IAPB event	IAPB's 2020 Global Assembly	The programme will include a variety of cross-cutting themes like the inclusion of eye health in universal health coverage, gender equity, tackling eye conditions like myopia, cataract, diabetic retinopathy, and glaucoma, the promise of new technologies and more.	12-14 October 2020 in Singapore
1 Horizon 2020 event	As soon as there will be one the consortium will take it in the consideration		

Table 11: Proposed H2020, IAPB and IEP- AHA events





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6. Conclusions

This document presents the general outline for the dissemination strategy for the See Far project. This version of the plan has been created to get all activities aligned in a common framework. It is expected that, as the project evolves, all partners shall participate in dissemination activities targeting different audiences.

The consortium pays particular attention to the knowledge protection (background and foreground), as the following lines summarise:

6.1 Background knowledge

- Remains the property of the participants that bring it into the project;
- Is offered by the corresponding partner royalty-free for the implementation of the project.

6.2 Foreground knowledge

- Is owed by the participants generating it, with the weight which corresponds to the respective efforts invested;
- Can be used by any of the partners for scientific/research purposes, without any other obligation;
- Can be used for commercial purposes by any of the partners, according to the IPR agreement;
- Cannot be used by the others, without the permission of the corresponding partner, even if this is related to scientific/research purposes.

6.3 Journal and conference papers

- All journals and conference papers will be uploaded to/ announced on the project website;
- Authors must obtain the necessary permission(s) from the participant(s) owning the foreground, before submitting a paper for publication;



- Authors must carefully check the compatibility of the Grant Agreement with any publication agreement, before signing off;
- Authors must inform the publisher of the obligations resulting from the Grant Agreement.

6.4 Data related to the project

- The data either previously collected or generated during the project, are offered royalty-free, but the partner continues to have full IPR on the data.
- They cannot be made available to others outside the consortium, without the written permission of the partner(s) that has(ve) the full IPR;
- They can be used by the participating partners, for the purposes of the project.

